

UNIFORM, CROSS-MANUFACTURER WASTE SORTING LABELS FOR PACKAGING

– AN INITIATIVE OF DUAL SYSTEMS IN GERMANY

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The waste sorting labels meet a wide range of requirements from distributors of packaging

What are the waste sorting labels?

A **free, cross-manufacturer packaging logo** to educate consumers for better waste separation: the waste sorting labels show at a glance how to correctly separate and dispose of the respective packaging.

Why uniform waste sorting labels for packaging?

The **Conference of German Environment Ministers** has recognised an urgent need for action in view of the insufficient quantities of collected packaging waste: Distributors should provide uniform labels on packaging to increase consumer awareness. Also, according to a survey conducted by YouGov, **85 percent of consumers** want uniform waste sorting labels on packaging.

Do the logos by Trennhinweis e.V. work?

The labels demonstrably help consumers to dispose of packaging correctly. And they do so clearly: on average, consumers dispose of packaging labelled with the logos by Trennhinweis e.V. **correctly almost twice as often** as packaging without the symbol.

How can the logos be used?

The logos may be used **free of charge by companies** that have concluded a contract of use with Trennhinweis e.V. The logo has already been **tried and tested in practice** and has undergone **trademark clearance** in the EU, Switzerland and China to ensure that it does not conflict with any third-party rights.

Who is already using the logos?

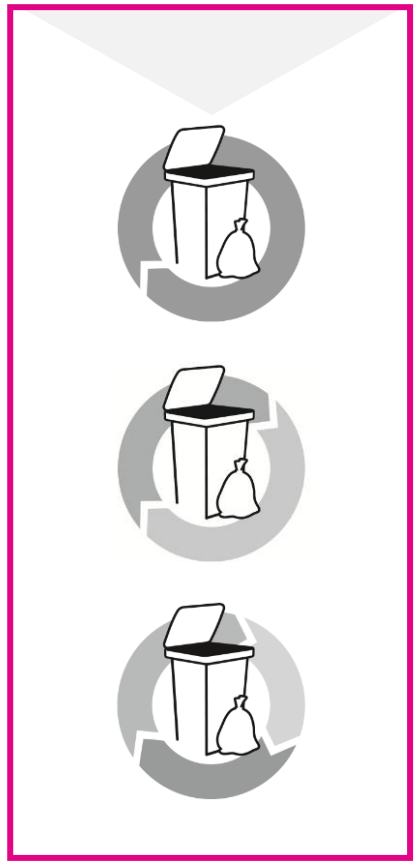
Major national and international brands use the waste sorting labels on their packaging, e.g:

Bübchen, DANONE, Develey, FERRERO, Hochland, Krombacher, Müller, Netto Marken-Discount, Netto, P&G, Rügenwalder Mühle, Schweppes, VELTINS

The **versatile design** options of the waste sorting labels **fulfil the requirements** for uniform, cross-manufacturer packaging labelling and enable distributors to adapt the waste sorting labels to their needs.

The waste sorting labels can be used in versatile and adaptable design variants

Basic Logo



OPTIONAL

Colour **Text** **QR-Code** **Headline**



YELLOW for plastic, metal and composite packaging | CYAN for paper and cardboard | MAGENTA for glass

QR codes for further information on how to separate and dispose of the packaging

Why integrate QR codes?

Younger customers in particular want digital educational offers: Over **50 percent of the younger target group** would like short explanatory films about correct waste separation that can be accessed via a QR code – in addition to the waste sorting labels.

What can the explanatory films behind the QR code do?

- The explanatory films are adapted to the **target collection systems**.
- The focus is on **sorting instructions** for consumers.

What happens when the QR code is scanned abroad?

- Through geo-localisation, a **generic, English-language film** is played outside Germany.
- Films can also be **customised for specific countries**.

Can the films be customised?

- Your **own packaging examples** can be integrated.
- Your own **corporate design** can be used.
- You can link to a specific **landing page.**



Collection systems in Germany
7 different videos



International generic video



Customisable for manufacturers

The waste sorting labels offer benefits for both distributors and consumers

Distributors

- **Free use** for producers who conclude a contract of use with Trennhinweis e.V.
- **CI-compliant implementation** possible and no costs for customization
- **Flexible design options** through optional use of text elements, QR codes and colours
- **Space-saving application** of the logo, text elements and QR code on packaging

Consumers

- **Easy to understand** thanks to clear visual language and symbols
- **Less learning and interpretation effort** thanks to uniform labelling
- Cross-manufacturer waste sorting labels **reduce complexity** from the consumer's point of view
- **Explanatory films** with the help of QR codes that provide more tips on correct waste separation